

OUT REACH

&

**AIR QUALITY ACTION DAY
PARTICIPATION**

Jan (Bowers) Compton / Pam Frazier Barkey

- Summarize existing / developing / pending Ozone Action Day programs in Tennessee

Due: June 23

Tri-Cities MSA The only existing program that I know of at this time in Tennessee is the Ozone Action Partnership of Northeast TN and SW Virginia. This group has been in existence since March of 2001. The Ozone Action Partnership was started because Steve Gossett, an engineer with Eastman Chemical, is also on the air pollution control board. In Jan. 2001, he heard about our (2) regional ozone violations of the 1 hr standard that occurred in June of 2000. He knew there was a possibility that our region could become designated non-attainment by EPA if we had another violation within the 3-year period. He decided we needed to do something, so Eastman hosted two regional meetings to discuss the issue and possible solutions. Gary Mayes, director of the Sullivan County Health Department, seemed like the logical choice for leading the effort and heading the OAP committee. The First Tennessee Development District was chosen as the coordinating agency for the group. This was an excellent decision because they are a coordinating agency between the various counties in their region and work closely with elected officials.

- March 28, 2001 FTDD held the first meeting to organize what would become the Ozone Action Partnership
- One of the important strengths of the group is the diversity of the members. Some of the entities represented are as follows:
 - ❖ Sullivan County Health Department
 - ❖ First Tennessee Development District
 - ❖ American Lung Association
 - ❖ Cities of Bristol, Kingsport, and Johnson City
 - ❖ Sullivan County Economic Development
 - ❖ Local Industry – TVA -Eastman
 - ❖ East Tennessee State University
 - ❖ Tennessee Department of Economic Development
 - ❖ Tennessee Division of Air Pollution Control
 - ❖ Federal Highway Administration
 - ❖ Tennessee Department of Transportation
- In April of 2001, the Partnership began planning what has become the main function of the Partnership, ozone forecasting.
- A website was established for the Partnership by some of the members: www.ozonet.org
- In May of 2001 the Partnership planned and hosted a regional business and industrial meeting targeting employers with 100 or more employees. The purpose was to educate business leaders and the media about the Partnership and Ozone Action Days and to start to build an email distribution list.
- In June 2001, TVA in Muscle Shoals, Alabama began providing the region with ozone forecasts. Since May 2002, The Tennessee Department of Environment and Conservation, Division of Air Pollution Control has been providing the ozone forecast.
- Forecasts are electronically transferred to local media outlets and an email distribution list of over 900 businesses, industries, and individuals. Plus many of these recipients forward the email to thousands of other recipients. Many industries have instituted emission reduction programs specifically for Ozone Action Days i.e. no idling, car pooling, reduce mowing.

- First meeting of the Ozone Action Partnership: Education Committee was held October 31, 2001
- Goal of the Education Committee to promote improved air quality within our region by providing education and outreach programs that address both health and economic concerns.
- The Partnership conducted many meetings with media to help them understand the current ozone situation and help to publicize forecasts on action days. Articles published about the Partnership and the ozone issue can be viewed at http://ozone_partnership.tripod.com/oaptheozoneactionpartnership/id9.html
- Met with the Federal Highway Administration March 11, 2003 to discuss funding and public relations assistance that might be available.
- All handouts, materials, awards, etc. that have been distributed up to now were provided by in-kind donations from participants in the Partnership.
- Also see attached document of the Education Committee projects completed, planned, and proposed projects with needs.

Knoxville MSA The Knoxville MSA is developing a Regional Clean Air Education Coalition to include 12 surrounding counties. The Coalition assembles a group of people from various sectors of the community such as government, business and industry, education, civic and environmental organizations. The Coalition works on clean air initiatives in the 12-County Region. The purpose of the coalition is to decrease the formation of ground-level ozone during the summer in the 12-county area. Ground-level ozone forms when pollutants from vehicles, paints and solvents, unburned fuel, and industrial sources "bake" in hot, sunny weather. The program warns the public about forecasted high ozone days, and asks for voluntary actions to reduce emissions of ozone forming pollutants.

Chattanooga MSA The Chattanooga MSA is pending. They are still in the discussion process of starting an Ozone Action Day program.

Memphis MSA The Memphis MSA is pending/existing. Shelby County Health Department has an Ozone Action Day Program, however it does not include the surrounding counties. They are working with the other EAC areas to develop more specific ozone action day plans to cover the entire area. That area should have one forecast or action alert day. Every county in the forecasted area will affect one another. Depending upon wind direction, only one monitor in a forecasted area could exceed the standard. However, the other counties in that area could help contribute to lower numbers by carpooling, filling their gas at night, refrain from mowing until the evening, etc.

Nashville MSA The Nashville Metropolitan area is developing an Air Quality Action Day program using the resources currently available within the Metro Public Health Department Air Pollution Control Division, TDEC, and the Metropolitan Planning Organization. To date, the program includes:

- March 2003 Apply for CMAQ funds for 2004-2006 Air Quality Action Day programs
- April 2003 Earth Day Celebration - public outreach and collection of survey data
- April/May 2003 Promote Ozone Forecasting program
- May 2003 Distribution and promotion of "It All Adds Up To Cleaner Air" PSA materials to local media outlets
- July/August/September 2003 PSA Billboards through Lamar Outdoor Advertising
- Beginning in October 2003 Develop Government and Business Partnerships, Outreach and Incentive Programs for 2004 Action Days

Putnam and Haywood EAC's They have decided to have an Ozone Awareness Program, but have not started putting it together. Haywood County expressed the need for support and/or guidance on how to put one together. Their monitor is approximately 5 miles from the Memphis EAC area. The Shelby County Health Department already issues ozone forecasts for their county. Haywood County could work off that forecast since it is so close, and most Haywood County residence listen to the Memphis area news channels.

- Submit PowerPoint already prepared on Ozone Action Day program

Due: June 23

- This will be submitted June 30th when Steve Gossett returns from vacation. He is the only one with the copy of the presentation.

- Develop list of bullets detailing components of an Ozone Action Day program and steps that local governments will need to take to develop such a plan

Due: June 23

- Deciding on what kind of Program
 - ❖ Ozone
 - ❖ PM2.5
 - ❖ Both
 - ❖ All pollutants
- Assigning an Ozone Action Program (OAC) Coordinator
- Funding/Resources
 - ❖ There are some sites that provide free marketing and outreach material. I.e., "It all adds up to clean air"
 - ❖ The main funding would be staff
 - ❖ Some areas could file for grants
- Perform Outreach and Marketing
 - ❖ Creating Partnerships with business, industry and governments, etc.
- See attached summary of "Ozone Outreach Planning and Implementation Guidance".

- Identify best candidates in EAC areas to approach about starting an Ozone Action Day program

Due: June 26

Most major EAC areas are somehow already preparing for an Air Quality program to include both ozone and PM_{2.5}. Chattanooga EAC and the Stand-Alone Counties would be the best candidates to approach regarding an Action Day program, since they have not started their planning process. We should also, help any area that would like to change their program from total Ozone program to an Air Quality program to include PM_{2.5}.

EAC Public Participation
Ozone Outreach Planning and Implementation Guidance

What staff are needed to begin planning?

A communications specialist or someone who has experience developing and implementing an outreach plan.

Technical experts in the subject matter (both scientific and policy).

Someone who represents the target audience, i.e., the people or groups you want to reach.

Key individuals who will be involved in implementing the outreach plan.

What outreach goals will be developed for the program?

Some examples are as follows:

Have all local television stations include the ozone map in their weather reports during ozone season.

Secure the participation of at least 50 percent of local businesses in “ozone action day” initiatives.

Ensure that all local clinics and HMOs include articles about the health effects of ozone in their newsletters before and/or during the ozone season.

How can you identify a target audience or groups to participate in program?

Potential partners include trade associations, environmental organizations, community groups, health maintenance organizations (HMOs) and clinics, schools, day care centers, summer camps, local health departments, and other local or state agencies.

Businesses or manufacturers may also participate with their employees as a target audience.

Target audiences for an ozone outreach program might include, for example, the public, school children, educators, physicians, business leaders, environmentalists, journalists, and weather broadcasters. Some audiences, such as educators, journalists, and weather broadcasters, may serve as conduits to help disseminate information to other audiences you have identified, such as the public.

Consider whether you should divide the public into two or more audience categories. For example: Will you be providing different information to certain groups, such as the elderly, or parents? Does a significant portion of the public you are trying to reach have a different cultural or linguistic background from other members? If so, it likely will be most effective to consider these groups as separate audience categories.

What is the educational background and potential areas of interest in the target audience?

What is their current level of knowledge about ozone?

What do you want them to know about ozone? What actions would you like them to take regarding ozone?

What information is likely to be of greatest interest to the audience?

What information will they likely want to know once they develop some awareness of ozone issues?
 How much time are they likely to give to receiving and assimilating the information?
 How does this group generally receive information?
 What professional, recreational, and domestic activities does this group typically engage in that might provide avenues for distributing outreach products? Are there any organizations or centers that represent or serve the audience and might be avenues for disseminating your outreach products?

What is the message that you want to communicate to the targeted audience?

A message is usually phrased as a brief (often one-sentence) statement. For example:
 The ozone map provides you with real-time information about ozone levels in your community.
 You can take steps to protect your family's health from ozone pollution.
 You can help reduce ozone levels in your community.

What materials can be used to convey the message to the targeted audience?

Print	Audiovisual	Electronic	Events	Novelty Items
<ul style="list-style-type: none"> • Fact sheets • Brochures • Question-and-answer sheets • Newspaper and magazine articles • Editorials • Newsletters • Stuffers • Press releases • Educational curricula • Coloring books 	<ul style="list-style-type: none"> • Posters • Public service announcements • Cable television programs • Exhibits • Videos • Logos 	<ul style="list-style-type: none"> • Web pages • E-mail message 	<ul style="list-style-type: none"> • Press conferences • Speeches • Fairs • Community days • One-on-one meetings • Public meetings • Media interviews • Briefings 	<ul style="list-style-type: none"> • Banners • Bumper stickers • Mouse pads • Buttons

What procedures can be used to decide on which materials to use?

How much information does your audience really need to have? How much does your audience need to know now? The simplest, most effective, most straightforward product generally is most effective.
 Is the product likely to appeal to the target audience? How much time will it take to interact with the product? Is the audience likely to make that time?
 How easy and cost-effective will the product be to distribute or, in the case of an event, organize?
 How many people is this product likely to reach? For an event, how many people are likely to attend?
 What time frame is needed to develop and distribute the product?
 How much will it cost to develop the product? Do you have access to the talent and resources needed for development?
 What other related products are already available? Can you build on existing products?
 When will the material be out of date? (You probably will want to spend fewer resources on products with shorter lifetimes.)

Would it be effective to have distinct phases of products over time? For example, a first phase of products designed to raise awareness, followed at a later date by a second phase of products to encourage changes in behavior.

How newsworthy is the information? The media may rapidly and widely disseminate information with inherent news value.

How will the materials reach the targeted audience?

How does the audience typically receive information?

What distribution mechanisms has your organization used in the past for this audience? Were these mechanisms effective?

Can you identify any partner organizations that might be willing to assist in the distribution?

Can the media play a role in distribution?

Will the mechanism you are considering really reach the intended audience? For example, the Internet can be an effective distribution mechanism, but certain groups may have limited access to it.

How many people is the product likely to reach through the distribution mechanism you are considering?

Are sufficient resources available to fund and implement distribution via the mechanisms of interest?

EXAMPLES OF DISTRIBUTION AVENUES	
<ul style="list-style-type: none">• Your mailing list• Partners' mailing list• Phone/Fax• E-mail• Internet• Journals or newsletters of partner organizations	<ul style="list-style-type: none">• TV• Radio• Print media• Hotline that distributes products upon request• Meetings, events, or locations (e.g., libraries, schools, clinics) where products are made available

How will you follow up on the effectiveness of the program?

What types of reactions or concerns are audience members likely to have in response to the outreach information?

Who will handle requests for additional information?

Do you want to indicate on the outreach product where people can go for further information (e.g., provide a contact name, number, or address, or establish a hotline)?

What measures can be taken to determine if the outreach efforts are meeting the goals developed and the method of documenting this?

**What is the implementation schedule for the outreach program (when do we begin)?
(Work in Progress)**

Portions of the guidance provided above are taken directly from the following EPA publication:

“Ozone Monitoring, Mapping and Public Outreach Delivering Real-Time Ozone Information to Your Community”, USEPA EPA/625/R-99/007 September 1999.

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Quincy Styke - TP2R March 25/26 Meetings: logistical information

From: Pollution Prevention
To: Prevention, Pollution
Date: 3/17/03 2:56 PM
Subject: TP2R March 25/26 Meetings: logistical information
CC: Jones, Alan; Tidwell, Linda

Hello Roundtable Participant

I have attached a map for the TP2R Meeting, scheduled for Wednesday, March 26, at 10:00 Eastern Standard Time, at the Developmental Resource Center, 1250 Market Street, in Room 1A (Downtown Chattanooga). The agenda will focus on the Early Action Compacts: PowerPoint informational presentation and discussion. If you haven't let us know whether you will be attending the meeting, please do so. Also, if you have comments relating to the EAC PPT presentation that we sent out last week, please get those to Linda and Alan right away. (Their email addresses are in the cc field of this email message)

Just a reminder that you are also encouraged to attend the public meeting on Tuesday, March 25, at 6:00 pm, same location (Developmental Resource Center), to discuss Early Action Compacts with Environmental Groups (i.e. Southern Alliance for Clean Energy, Stephen Smith and Tennessee Environmental Council - Will Calloway) & other interested parties.

If you plan to stay in Chattanooga for these meetings, several hotels have parking lots associated with them, so ask about parking when you make your arrangements. The Choo-Choo Holiday Inn (which is on the attached list) parks people at Shuttle Park South. If you stay there, you can walk over to the parking garage, where the free shuttle route originates. However, all of these hotels are located within walking distance (or easy driving) of the shuttle route and downtown parking.

If you have any questions regarding logistics or accommodations, please feel free to call or email:

Kelley Walters
Public Information Specialist
Chattanooga-Hamilton County Air Pollution Control Bureau
423-668-2574

We look forward to seeing you at the Chattanooga meetings!

Karen Grubbs
TP3 Program Manager
Division of Community Assistance
TN Department of Environment and Conservation

Vicki Lowe - EAC Outreach List

From: Alan Jones
To: Alan Leiserson; Barry Stephens; David Owenby; Linda Tidwell; Marc Corrigan; Melanie Catania; Quincy Styke; Vicki Lowe
Date: 6/16/03 2:11 PM
Subject: EAC Outreach List

We (Linda and Alan) just wanted to be sure the activities below were on the EAC outreach list of activities. These are efforts where Alan and Linda have been involved.

We had meetings with county executives of four counties to discuss ozone and the Early Action Compact program: Dickson, Anderson, Loudon and Fayette. Linda also had brief discussions with the Tipton County Executive, but he canceled our meeting because he had to meet with FEMA on disaster relief issues.

Linda Frazier, Dickson County Executive

March 11, 2003

Rex Lynch, Anderson County Executive

May 1, 2003

George Miller, Loudon County Executive

May 1, 2003

Rhea (Skip) Taylor, Fayette County Mayor

May 29, 2003

We attended a May 29 meeting of the Regional Advisory Board of the Memphis MPO. The Memphis Early Action Compact was on their agenda, and Carter Gray asked Alan to make a brief statement about the EAC program.

On October 29, 2002, we met with Mike Ragsdale, Knox County Executive, and Mike Arms, Mr. Ragsdale's Chief of Staff. That led to Knox County's decision to hold a regional air quality meeting. We were part of a diverse work group that helped Lynne Liddington and Mike Arms plan the Regional Air Quality Summit held in Knoxville on April 25. We participated in two planning sessions in Knoxville (January 15 and January 31) and participated in bi-weekly conference calls through April.

The Tennessee Pollution Prevention Roundtable has selected ozone nonattainment as its major priority issue. The Roundtable decided to assist the Early Action Compact program by helping to inform local government officials and business leaders about the EAC process. At a meeting on January 9, the Roundtable decided to develop an EAC PowerPoint presentation. Linda, Melanie and Alan worked with Roundtable participants to develop the draft PowerPoint presentation on Early Action Compacts. The P2 Roundtable met on February 7 to discuss the draft presentation.

The presentation was designed for a lay audience, and contains detailed air quality notes on the slides. On March 26, Alan and Linda made the presentation to a meeting of the Pollution Prevention Roundtable.

On April 4, Alan and Linda gave the EAC presentation to the Tennessee Great Smoky

Mountains Park Commission.

TDEC is working with the P2 Roundtable to establish a committee that would serve as an advisory group to the statewide EAC effort. We have discussed this topic in detail at Roundtable meetings and several conference calls.

Alan has met several times with the Transportation Committee of the Nashville Area Chamber of Commerce to discuss strategies for improving air quality through changes in transportation investments and policy. Bob Fisher, President of Belmont University, is chair.

Alan participates in regular conference calls sponsored by the Federal Highway Administration on conformity and air quality issues. The participants include local air quality agencies and MPO staff.

Alan serves on the Technical Coordinating Committee of the Nashville Area MPO, and EACs have been a major agenda item at several meetings. The TCC members are primarily local government planners, and Alan has continued a dialogue with them about EAC issues at these meetings

TCC Meetings

February 5, 2003

March 5, 2003

April 9, 2003

May 7, 2003

June 4, 2003

On October 30, 2002, Alan made a presentation to a conference involving Tennessee MPO staff from across the state. The talk focused on the need to reduce mobile source emissions, including reducing VMT, and using alternative fuels.

OTHER MEETINGS

March 3-4, TDEC Early Action Compact public meeting, Tennessee Tower, Nashville

March 25 - TDEC Chattanooga public meeting with environmental organizations, university researchers

April 14 Air Quality Roundtable - Federal Highway Administration, Strawberry Plains, TN

April 25 Regional Air Quality Summit, Knoxville, TN Sponsored by 12 County Executives in the region

Thanks
Alan